



Google For Creators Comes to Nashville on April 18

Event will Educate and Empower Creators Online

On **April 18 Google/YouTube** is returning to Nashville to hold their first “**Google For Creators**” workshop. The Internet has opened up opportunities for existing artists and publishers and, at the same time, leveled the playing field for new creators. Thus, representatives from Google and YouTube will conduct a series of hands-on workshops to showcase news tools, the best practices for creators on the Internet and forward thinking ideas of the modern music business that are available to all artists.

Attendees will learn powerful tools and techniques that artists can use to digitally create, expose, and promote their work. They will learn how to cultivate and engage audiences in digital media, and most importantly, have successful careers and make money. Top representatives from YouTube and Google will lead the event, which is part of Nashville-based FLO {thinkery}’s Unparalleled Thinking Series.

“Artists and entrepreneurs are using the Internet to succeed. Over the last few years, YouTube has launched thousands of careers and helped creators reach a huge audience,” says Tim Shey, Director of YouTube’s NextLab. “We are excited to bring our educational program to Nashville and help empower these creators online.”

“Art and technology are forever intertwined going forward,” adds FLO’s Mark Montgomery. “and Google is playing a huge part in shaping that interrelationship. There is no better place for them to share that message than in America’s most creative city.”

Additional partners for Google For Creators include the Entrepreneur Center, Launch Tennessee, YEP: Young Entertainment Professionals, the Music City Music Council and the Nashville Chamber of Commerce, signaling broad state, city and local community support for empowering creatives.

The workshop will be held at the Anthem in The Gulch event space, across from 12th and Porter.

Tickets will be free to the public and available through Eventbrite starting at 10:00am on March 22, 2013. More information and a link to the tickets can be found at www.googleforcreators.com. Follow @findyourflo on Twitter, on [Facebook.com/findyourflo](https://www.facebook.com/findyourflo) or the FLO {thinkery} blog at findyourflo.com/blog for the latest updates.

About FLO

FLO builds business for big audiences. For more info on the firm, visit findyourflo.com

About Google Inc.

Google is a global technology leader focused on improving the ways people connect with information. Google’s innovations in web search and advertising have made its website a top Internet property and its brand one of the most recognized in the world.

Google is a trademark of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated.

For more information, please contact, Samantha Tillman or Carla Sacks at Sacks & Co., 212.741.1000, samantha.tillman@sacksco.com or carla@sacksco.com.